

Rep Order# 9795150 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/21/2012 8:43 AM
Last Received: 08/20/2012 9:28 PM
Showing Buylines: All Lines

1 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/04-09/10	3	1	3	\$330.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$110.00	09/04-09/10	2	1	2	\$220.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$200.00	09/04-09/10	3	1	3	\$600.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$200.00	09/04-09/10	2	1	2	\$400.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00	09/04-09/10	3	1	3	\$300.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00	09/04-09/10	2	1	2	\$200.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00	09/04-09/10	3	1	3	\$300.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00	09/04-09/10	2	1	2	\$200.00	
	9	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/04-09/10	3	1	3	\$75.00	
	10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00	09/08-09/08	1	1	1	\$90.00	
	11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00	09/08-09/08	1	1	1	\$90.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/08-09/08	1	1	1	\$120.00	
	13	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/09-09/09	1	1	1	\$25.00	
	14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/04-09/10	5	1	5	\$500.00	
	15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/04-09/10	5	1	5	\$500.00	
	16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
	17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
	18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
	19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
	20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
	21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$120.00	09/08-09/08	1	1	1	\$120.00	
	22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$140.00	09/09-09/09	1	1	1	\$140.00	
	23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$140.00	09/09-09/09	1	1	1	\$140.00	
	24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$140.00	09/09-09/09	1	1	1	\$140.00	
	25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/09-09/09	1	1	1	\$150.00	
	26	SU	11A-1130A	NEWMAKERS	:30	\$100.00	09/09-09/09	1	1	1	\$100.00	
	27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/04-09/10	5	1	5	\$625.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/04-09/10	5	1	5	\$900.00	
	29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/04-09/10	5	1	5	\$900.00	
	30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/04-09/10	5	1	5	\$1,000.00	
	31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/04-09/10	5	1	5	\$1,000.00	
	32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/04-09/10	5	1	5	\$1,500.00	
	33	SA	6P-630P	12 NEWS	:30	\$150.00	09/08-09/08	1	1	1	\$150.00	
	34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/09-09/09	1	1	1	\$250.00	
	35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/04-09/10	5	1	5	\$1,250.00	
	36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/04-09/10	5	1	5	\$1,250.00	
	37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
	39	TU	8P-9P	NCIS	:30	\$1,200.00	09/04-09/04	1	1	1	\$1,200.00	
	41	TU	9P-10P	NCIS LA	:30	\$1,200.00	09/04-09/04	1	1	1	\$1,200.00	
	45	W	8P-9P	BIG BROTHER	:30	\$1,500.00	09/05-09/05	1	1	1	\$1,500.00	
	47	W	9P-10P	CRIMNL MND-CBS	:30	\$1,500.00	09/05-09/05	1	1	1	\$1,500.00	
	52	F	9P-10P	CSI NEW YORK	:30	\$900.00	09/07-09/07	1	1	1	\$900.00	
	55	SA	10P-11P	48 HOURS MYSTERY	:30	\$600.00	09/08-09/08	1	1	1	\$600.00	
	56	SU	7P-8P	60 MINUTES	:30	\$800.00	09/09-09/09	1	1	1	\$800.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	59	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/04-09/10	5	1	5	\$2,750.00	
	60	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/08-09/08	1	1	1	\$550.00	
	61	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/09-09/09	1	1	1	\$550.00	
	62	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
	63	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/08-09/08	5	1	5	\$750.00	
	64	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/08-09/08	1	1	1	\$60.00	
	65	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/09-09/09	1	1	1	\$100.00	
	66	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/09-09/09	1	1	1	\$60.00	
	67	M	6P-7P	BENGALS PREGAME	:30	\$900.00	09/10-09/10	1	1	1	\$900.00	
	68	M	7P-10P	BENGALS @ BALTIMORE	:30	\$6,500.00	09/10-09/10	1	1	1	\$6,500.00	
	69	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/08-09/08	1	1	1	\$350.00	

---REPORT TOTALS---

Report Totals: 141 / \$38,535.00

---SALES MONTHLY TOTALS---

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Salesperson FAX# 202-955-5348

Sep 12: 141 / \$38,535.00

Sales Totals: 141 / \$38,535.00

Station Totals: 141 / \$38,535.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$148,212	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Order / Rev: 50863 Advertiser: Obama/D/President
 Alt Order #: 09795150 Product Desc: OBAMA 4 AMERICA *A Local 12 WKRC-TV
 Flight Dates: 09/04/12 - 09/10/12 Estimate: 1536 *a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	09/04/12	09/10/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$200.00	P-4	0.00	NM	3	\$600.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/04/12	09/10/12	09/10/12	MTWTF--	3	\$200.00	0.00								
E 4	WKRC	09/04/12	09/10/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	2	\$200.00	P-4	0.00	NM	2	\$400.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/04/12	09/10/12	09/10/12	MTWTF--	2	\$200.00	0.00								
E 5	WKRC	09/04/12	09/10/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	3	\$100.00	P-4	0.00	NM	3	\$300.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/04/12	09/10/12	09/10/12	MTWTF--	3	\$100.00	0.00								
E 6	WKRC	09/04/12	09/10/12	CBS This Morning CBS Morning News	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/04/12	09/10/12	09/10/12	MTWTF--	2	\$100.00	0.00								
E 7	WKRC	09/04/12	09/10/12	CBS This Morning CBS Morning News	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	3	\$100.00	P-4	0.00	NM	3	\$300.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/04/12	09/10/12	09/10/12	MTWTF--	3	\$100.00	0.00								
E 8	WKRC	09/04/12	09/10/12	CBS This Morning CBS Morning News	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/04/12	09/10/12	09/10/12	MTWTF--	2	\$100.00	0.00								
E 9	WKRC	09/04/12	09/10/12	430-5a News M-Th/Su 430a News	CM	4:30 AM-5:00 AM	MTWT----	:30	3	\$25.00	P-4	0.00	NM	3	\$75.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/04/12	09/10/12	09/10/12	MTWT---	3	\$25.00	0.00								
E 10	WKRC	09/08/12	09/08/12	6a-8a News BB 6a-8a News BB	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-----S-	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/03/12	09/09/12	09/09/12	-----S-	1	\$90.00	0.00								
E 11	WKRC	09/08/12	09/08/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S-	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/03/12	09/09/12	09/09/12	-----S-	1	\$90.00	0.00								
E 12	WKRC	09/08/12	09/08/12	CBS This Morning Saturd Saturday Early Show	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-----S-	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
SATURDAY EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/03/12	09/09/12	09/09/12	-----S-	1	\$120.00	0.00								
E 13	WKRC	09/09/12	09/09/12	430-5a News M-Th/Su 430a News	CM	4:30 AM-5:00 AM	-----S	:30	1	\$25.00	P-4	0.00	NM	1	\$25.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/03/12	09/09/12	09/09/12	-----S	1	\$25.00	0.00								
E 14	WKRC	09/04/12	09/10/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	AMMTWTF--	:30	5	\$100.00	P-4	0.00	NM	5	\$500.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/04/12	09/10/12	09/10/12	MTWTF--	5	\$100.00	0.00								
E 15	WKRC	09/04/12	09/10/12		CM	10:00 AM-11:00 AM	AMMTWTF--	:30	5	\$100.00	P-4	0.00	NM	5	\$500.00

Order / Rev: 50863

Alt Order #: 09795150

Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama/D/President

Product Desc: OBAMA 4 AMERICA *A

Estimate: 1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Anderson														
				M-F 10a-11a										
				M-F 10a-11a										
PRICE IS RIGHT														
E 16	WKRC	09/04/12	09/10/12	The Price is Right	CM	11:00 AM-12:00 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
				The Price is Right										
PRICE IS RIGHT														
Week: 09/04/12	09/10/12	MTWTF--	Weekdays	Spots/Week	5	Rate	\$100.00	Rating	0.00					
E 17	WKRC	09/04/12	09/10/12	Local 12 News at Noon	CM	12:00 PM-12:30 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
				Local 12 News at Noon										
12 NEWS AT NOON														
Week: 09/04/12	09/10/12	MTWTF--	Weekdays	Spots/Week	5	Rate	\$150.00	Rating	0.00					
E 18	WKRC	09/04/12	09/10/12	Young & the Restless	CM	12:30 PM-1:30 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
				Young & the Restless										
THE YOUNG AND RESTLESS														
Week: 09/04/12	09/10/12	MTWTF--	Weekdays	Spots/Week	5	Rate	\$150.00	Rating	0.00					
E 19	WKRC	09/04/12	09/10/12	Bold & the Beautiful	CM	1:30 PM-2:00 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
				Bold & the Beautiful										
BOLD AND BEAUTIFUL														
Week: 09/04/12	09/10/12	MTWTF--	Weekdays	Spots/Week	5	Rate	\$150.00	Rating	0.00					
E 20	WKRC	09/04/12	09/10/12	The Talk	CM	2:00 PM-3:00 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
				The Talk										
THE TALK														
Week: 09/04/12	09/10/12	MTWTF--	Weekdays	Spots/Week	5	Rate	\$150.00	Rating	0.00					
E 21	WKRC	09/08/12	09/08/12	CBS This Morning Saturday	CM	9:30 AM-10:00 AM-----S-	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
				Saturday Early Show		(9:30 AM-10:00 AM)								
SATURDAY EARLY SHOW														
Week: 09/03/12	09/09/12	-----S-	Weekdays	Spots/Week	1	Rate	\$120.00	Rating	0.00					
E 22	WKRC	09/09/12	09/09/12	CBS Sun Morning	CM	9:00 AM-9:30 AM-----S	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
				CBS Sun Morn News		(9:00 AM-9:30 AM)								
CBS SUNDAY MORNING														
Week: 09/03/12	09/09/12	-----S	Weekdays	Spots/Week	1	Rate	\$140.00	Rating	0.00					
E 23	WKRC	09/09/12	09/09/12	CBS Sun Morning	CM	9:30 AM-10:00 AM-----S	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
				CBS Sun Morn News		(9:30 AM-10:00 AM)								
CBS SUNDAY MORNING														
Week: 09/03/12	09/09/12	-----S	Weekdays	Spots/Week	1	Rate	\$140.00	Rating	0.00					
E 24	WKRC	09/09/12	09/09/12	CBS Sun Morning	CM	10:00 AM-10:30 AM-----S	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
				CBS Sun Morn News		(10:00 AM-10:30 AM)								
CBS SUNDAY MORNING														
Week: 09/03/12	09/09/12	-----S	Weekdays	Spots/Week	1	Rate	\$140.00	Rating	0.00					
E 25	WKRC	09/09/12	09/09/12	Face the Nation	CM	10:30 AM-11:00 AM-----S	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
				Face the Nation										
FACE THE NATION														
Week: 09/03/12	09/09/12	-----S	Weekdays	Spots/Week	1	Rate	\$150.00	Rating	0.00					
E 26	WKRC	09/09/12	09/09/12	Newsmakers	CM	11:00 AM-11:30 AM-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
				Newsmakers										
NEWSMAKERS														
Week: 09/03/12	09/09/12	-----S	Weekdays	Spots/Week	1	Rate	\$100.00	Rating	0.00					
E 27	WKRC	09/04/12	09/10/12		CM	3:00 PM-4:00 PM MTWTF--	:30	5	\$125.00	P-4	0.00	NM	5	\$625.00

Order / Rev: 50863

Alt Order #: 09795150

Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama/D/President

Product Desc: OBAMA 4 AMERICA *A

Estimate: 1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Let's Make a Deal														
Let's Make a Deal														
LET'S MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$125.00	0.00							
E 28	WKRC	09/04/12	09/10/12	4p Local 12 News at Four	CM	4:00 PM-4:30 PM MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
4p Local 12 News at Four														
12 NEWS FIRST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$180.00	0.00							
E 29	WKRC	09/04/12	09/10/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
4p Local 12 News at Four														
12 NEWS FIRST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$180.00	0.00							
E 30	WKRC	09/04/12	09/10/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
5p Local 12 News at Five														
12 LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$200.00	0.00							
E 31	WKRC	09/04/12	09/10/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
5p Local 12 News at Five														
12 LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$200.00	0.00							
E 32	WKRC	09/04/12	09/10/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM MTWTF--	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00
6p Local 12 News at Six														
12 NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$300.00	0.00							
E 33	WKRC	09/08/12	09/08/12	6pm Local 12 News Sat	CM	6:00 PM-6:30 PM -----S-	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
6pm Local 12 News Sat														
12 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S-	1	\$150.00	0.00							
E 34	WKRC	09/09/12	09/09/12	630p Local 12 News Sun	CM	6:30 PM-7:00 PM -----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
630p Local 12 News Sun														
LOCAL 12 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	1	\$250.00	0.00							
E 35	WKRC	09/04/12	09/10/12	M-F 7p-730p	CM	7:00 PM-7:30 PM MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
M-F 7p-730p														
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	1	\$250.00	0.00							
E 36	WKRC	09/04/12	09/10/12	M-F 730p-8p	CM	7:27 PM-8:00 PM MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
M-F 730p-8p														
ENT. TONITE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$250.00	0.00							
E 37	WKRC	09/08/12	09/08/12	Sa Prime Access Rotato	CM	6:57 PM-7:57 PM -----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
Sa Prime Access														
ENTERTAINMENT THIS WEEK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S-	1	\$200.00	0.00							
E 38	WKRC	09/04/12	09/04/12	Tue Reg 1	CM	8:00 PM-9:00 PM -T-----	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
Tue Reg 1														
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-T-----	1	\$1,200.00	0.00							
E 39	WKRC	09/04/12	09/04/12	9:00 PM-10:00 PM	CM	9:00 PM-10:00 PM -T-----	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00

Order / Rev: 50863 Advertiser: Obama/D/President
 Alt Order #: 09795150 Product Desc: OBAMA 4 AMERICA *A Local 12 WKRC-TV
 Flight Dates: 09/04/12 - 09/10/12 Estimate: 1536 *a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Reg 2														
Tue Reg 2														
NCIS LA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-T-----	1	\$1,200.00	0.00							
E 40	WKRC	09/05/12	09/05/12	Wed Reg 1	CM	8:00 PM-9:00 PM --W----	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00
Wed Reg 1														
Big Brother														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	--W----	1	\$1,500.00	0.00							
E 41	WKRC	09/05/12	09/05/12	Wed Reg 2	CM	9:00 PM-10:00 PM--W----	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00
Wed Reg 2														
CRIMNL MND-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	--W----	1	\$1,500.00	0.00							
E 42	WKRC	09/07/12	09/07/12	Fri Reg 2	CM	9:00 PM-10:00 PM----F--	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
Fri Reg 2														
CSI New York														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	----F--	1	\$900.00	0.00							
E 43	WKRC	09/08/12	09/08/12	Sat Reg 3	CM	10:00 PM-11:00 PM-----S-	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
Sat Reg 3														
48 HOURS MYSTERY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S-	1	\$600.00	0.00							
E 44	WKRC	09/09/12	09/09/12	Sun Reg 1	CM	7:00 PM-8:00 PM-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
Sun Reg 1														
60 MINUTES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	1	\$800.00	0.00							
E 45	WKRC	09/04/12	09/10/12	11p M-F Local 12 News	CM	11:00 PM-11:35 PMTWTF--	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
11p M-F Local 12 News 11														
12 NEWS AT 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$550.00	0.00							
E 46	WKRC	09/08/12	09/08/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM-----S-	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
11p M-Su Local 12 News 11														
12 NEWS @ 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S-	1	\$550.00	0.00							
E 47	WKRC	09/09/12	09/09/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
11p M-Su Local 12 News 11														
12 NEWS @ 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	1	\$550.00	0.00							
E 48	WKRC	09/04/12	09/10/12	Letterman	CM	11:35 PM-12:35 XM-TWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
Letterman														
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/04/12	09/10/12	MTWTF--	5	\$150.00	0.00							
E 49	WKRC	09/08/12	09/08/12	Sat Late Fringe Rotator	CM	11:35 PM-12:05 XM-----S-	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
Sat Late Fringe Rotator														
David Letterman														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S-	5	\$150.00	0.00							
E 50	WKRC	09/08/12	09/08/12	Sat 1205a-105a	CM	12:05 AM-1:05 AM-----S-	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
Sat 1205a-105a														
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S-	1	\$60.00	0.00							
E 51	WKRC	09/09/12	09/09/12	11:35 PM-12:05 XM-----S	CM	11:35 PM-12:05 XM-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00

Order / Rev:	50863	Advertiser:	Obama/D/President
Alt Order #:	09795150	Product Desc:	OBAMA 4 AMERICA *A
Flight Dates:	09/04/12 - 09/10/12	Estimate:	1536 *a
			Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SPORTS AUTHORITY															
				Sun 1135p-1205a											
				Sun 1135p-1205a											
				<u>Week: 09/03/12</u>	<u>09/09/12</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				-----S	1	\$100.00	0.00								
E 52	WKRC	09/09/12	09/09/12	Sun 1205a-105a	CM	12:05 AM-1:05 AM	-----S	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
				Sun 1205a-105a											
CRIMINAL MINDS															
				<u>Week: 09/03/12</u>	<u>09/09/12</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				-----S	1	\$60.00	0.00								
E 53	WKRC	09/10/12	09/10/12	M-Su 5a-2a	CM	6:00 PM-7:00 PM	M-----	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				M-Su 5a-2a	(6:00 PM-7:00 PM)										
Bengals pregame															
				<u>Week: 09/10/12</u>	<u>09/16/12</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				M-----	1	\$900.00	0.00								
E 54	WKRC	09/10/12	09/10/12	Bengals vs Baltimore	CM	7:00 PM-10:00 PM	M-----	:30	1	\$6,500.00	P-4	0.00	NM	1	\$6,500.00
				Bengals vs Baltimore 9/10	(7:00 PM-10:00 PM)										
BENGALS @ BALTIMORE															
				<u>Week: 09/10/12</u>	<u>09/16/12</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				M-----	1	\$6,500.00	0.00								
E 55	WKRC	09/08/12	09/08/12	SEC Football	CM	12:00 PM-7:00 PM	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
				SEC Football											
SEC football															
				<u>Week: 09/03/12</u>	<u>09/09/12</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				-----S-	1	\$350.00	0.00								
													Totals	141	\$38,535.00